

JEFFERSON AVENUE REVITALIZATION

Seven Pillars

Committee Members

- ▣ Willie J. Lightfoot, Legislator 27th District
- ▣ Chris Zeltmann, Congresswoman Louise Slaughter Office
- ▣ Patricia Jackson, S.W.A.N.
- ▣ Na'Keya Thomas, JAREI Director
- ▣ Ebony Smith, Urban League
- ▣ Community Residents

Purpose

- ▣ The seven pillars are the seven sections of new vitality intended to re-inspire the Jefferson Avenue community. The revitalization of these neighborhoods is about much more than fixing the physical infrastructure of the streets and buildings, but becoming a set partner in the community to take head-on the systemic problems that plague the community.

(page 23, Jefferson Avenue Revitalization Plan)

Process

- ▣ Four committees were established to identify three problem areas per pillar and three solutions
- ▣ Each committee included residents in the community . Lists were established at the May 2009 community fair. Committee chairs hosted two meetings for community input.

Pillar #1: Spiritually

▣ Problems:

- ▣ Lack of spiritual leaders visible in the community
- ▣ Lack of church participation (not enough churches uniting)
- ▣ No community calendar to share area faith-based events

▣ Solution/Recommendation:

- ▣ Community wide church function
- ▣ One day prayer vigil
- ▣ Create calendar for faith-based events

Pillar #2: Family

- ▣ Problem:
 - ▣ No life skills training
 - ▣ Lack of Playgrounds (no place to gather without being harassed)
 - ▣ No events geared towards family participation
- ▣ Solution/Recommendation:
 - ▣ Identify and work with organizations to possibly start life skills training for parents and youth
 - ▣ Rebuild Playgrounds – safe place for kids to play
 - ▣ Promote more community family-oriented events

Pillar #3: Community

- ▣ Problem:
 - ▣ Little participation with block clubs
 - ▣ Lack of participation
 - ▣ Need community policing
- ▣ Solution/Recommendation:
 - ▣ Strengthen block clubs: Increase membership/Work together
 - ▣ Encourage residents to get involved in community activities
 - ▣ Increase JABA membership

Pillar #4: Economically

- ▣ Problem:
 - Foster job opportunities
 - Create a neighborhood communication tool
 - Create a safe neighborhood meeting center
- ▣ Solution/Recommendation:
 - Promote job opportunities and training initiatives
 - Create newsletter; organize fundraiser events/festivals
 - Development of community center that can be used to host larger gatherings

Pillar #5: Socially

▣ Problem:

- ▣ Lack of social events
- ▣ Not enough business' / organizations that promote social activities (ex: tournaments, double dutch)
- ▣ Lack of technology use for social networking

▣ Solution/Recommendation:

- ▣ Create more social events: tent revivals/unity festivals
- ▣ Develop business' / organizations that foster social activities
- ▣ Utilize Facebook, enhance S.W.A.N. community newsletter, create website

Pillar #6: Health

▣ Problem:

- ▣ No restaurant in community that serves healthy food choices
- ▣ Lack of treatment for drug, alcohol and mental health programs
- ▣ Need for a SW community health campaign

▣ Solution/Recommendation:

- ▣ Community grocery store
- ▣ Work with area colleagues to deal with mental health issues in our community
- ▣ Create more community gardens, farmers markets for better use of empty lots

Pillar #7: Political

▣ Problem:

- ▣ Lack of communication within different levels of government concerning the community
- ▣ Lack of political participation in education
- ▣ Lack of residents holding elected officials accountable

▣ Solution/Recommendation:

- ▣ Continue to build relationships with all local government officials and strengthen committees (25th & 27th)
- ▣ Gather new voters: Political Education Registration Training Organization (P.E.R.T.O.)
- ▣ Once per year all SW elected officials should come together (Lovely Warren, Dana Miller, Willie Lightfoot, Adam McFadden, Calvin Lee , David Gantt, Joe Robach)

J.A.R.E.I.

Jefferson Avenue Revive Education Initiative

- ▣ Purpose:
 - To help prevent crime in the City of Rochester - South West area. To provide opportunities , support to obtain GED and higher education to at-risk teens and adults. To decrease the obstacles of learning.
- ▣ Collaborative Partners:
 - Legislator Calvin Lee, District 25 - Montgomery Center
 - Legislator Willie Lightfoot, District 27 - Jefferson Revive
 - Pat Jackson -Executive Director of S.W.A.N.
 - Na'Keya Thomas, Program Director - J.A.R.E.I
 - Dr. Melva Brown, President - SUNY/ REOC
 - Sharon Crews Perkins, MsEd, Director of Enrollment, SUNY/REOC
 - Mark Aesch, - RTS Foundation
 - Mark Pastorella & Diane Shoger- MCC Foundation
 - Pete Buckley - The Buckley Group
- ▣ Plan of Action:
 - Education Focus → REOC GED Program
 - Free transportation → RTS
 - S.W.A.N. → Sponsor
 - Goal: 10 students from zip codes 14608 & 14611
 - GED Graduates → Receive mentors, resources, etc. as students at MCC

Action/Implementation

- ▣ Where do we go from here?
 - Establish another meeting with the pillars chairpersons.
 - Create and implement Jefferson Avenue Pillars Action/Event calendar.
 - Identify and delegate organizations and persons responsible for implementing proposed solutions.
 - The Pillar group will meet semi-annually to review plan and evaluate outcomes.

Questions?